



HUERFANO COUNTY TOURISM BOARD MINUTES

May 08, 2024 at 2:00 PM

La Veta Public Library - 310 S Main St, La Veta, CO 81055

Office: 719-738-3000 ex 200 | Fax: 719-738-3996

Join via Google Meet: <https://meet.google.com/pfy-merc-xoc> | Meeting ID: pfy-merc-xoc

1. CALL TO ORDER

2:01PM

Stacy Cristelli

Sarah Jardis

Greg Garrett

Ashley Vandagriff

Debra Malone - SHOL

Robert Gilbert

Alex Jessop

2. APPROVAL OF MINUTES

a. April 10, 2024

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

a. May 2024 Bill Payment

Motion by Bob, seconded by Greg, unanimous.

b. Placer.ai Contract Ratification

One motion by Greg for both ratifications. Seconded by Bob. Unanimous.

c. Scenic Highway of Legends Membership Ratification

5. BOARD AND DIRECTOR UPDATES/REPORTS

a.

AdPro Report

Discussed Meta Support issue for paid social on FB.

Decision: Create new SPC FB Page and slowly phase out original page.

Discussed a credit to the May invoice in the amount of \$410 for the paid search on the SPC website because it was turned off for half the month while the site struggled with DNS issues.

AdPro will not prioritize bids on Saturdays until we are sure DNS issue is fully resolved.

Doublecheck on the Care for Colorado membership.

Social posts have been approved for June.

Community meeting assets have been approved.

Posters up in every public-facing County building.

Stickers instead of magnets.

6. PARTNER REPORTS

Debra Malone talked about options for conferences in June that would be beneficial for Huerfano Chamber, Wheelhouse, possibly Robert to attend. Decisions must be made by next Wednesday.

7. OLD BUSINESS

a. May 4 Gravel Ride

Issues with the River Ranch routing were addressed. Landowner is willing to discuss options in the future.

Mountain Merman, Legends, Canary, Regalburg, Gub Gub's all reported customers afterward from the social ride.

Over 50 people participated in the ride. Saw around a dozen or so cars.

Mural project did not happen, but Max Kaufman still wants to do a road grader mural and a bighorn mural and will still happen soon.

Manage what we can scale - lodging element of this.

b. May 15 Community Meeting

Moved to May 22. Everything else the same.

Greg and Robert to coordinate on feedback.

Invitation list roundout in the next few days and send invitation by COB Friday May 10.

Friday May 17th 11AM Google Meet.

8. NEW BUSINESS

a. Stephanie Thomsen Resignation from Tourism Board

Stephanie thoughts:

- 1) we get overwhelmed on large campaigns, grants, big ideas
- 2) we could just do as well with simple ads and targeted marketing on multiple platforms
- 3) leaning towards sticking with 'get back to someplace new' and 'where legends roam'
- 4) emphasized relying on our staffing support and AdPro support

Move to accept with distinct, sad regret and depression by Bob, seconded by Greg, unanimous.

b. Destination Blueprint

Discussed this offering from the state and decided not to pursue it this year.

c. Colorado Welcome Center - Fruita Collaboration

CWCs do an annual study trip for their volunteers where they learn about tourism offerings in a given area. Fruita has been sending some visitors our way fairly regularly and requested more guides. When Robert reached out to them to send them guides, the discussion turned to sending the CWC Fruita volunteers to Spanish Peaks Country in September (likely 9/4-9/6). The scale of this is likely 10-15 guests and we will help them tour the county and learn about the offerings here. Bob Kennemer offered to spend time with the group.

9. Discussion about hipcamp revenue

Discussion about July 15 golf tournament (HCC)

ADJOURNMENT

Motion to adjourn by Bob. Seconded by Greg. Unanimous. Adjourned at 3:49PM.

10. UPCOMING MEETINGS

- a. June 12 at Huerfano County Courthouse, 401 Main Street, Walsenburg 3PM-4:30PM